

TO: City Historic Preservation Commission

FROM: Christopher N. Gibbons, Planner
Community Development Department

RE: CASE #HP-17-003

DATE: July 26, 2017

APPLICANT: Angie Fouts, Office Manager
Vision Care Clinic
201 North Main Street
Denison, IA 51442

OWNER: Tom Stein
21774 Mesquite Avenue
Underwood, IA 51576

REQUEST: Historic preservation design review at 132 West Broadway located in the 100 Block of West Broadway Historic District.

GENERAL INFORMATION

The Community Development Department has received a request from Angie Fouts, on behalf of Vision Care Clinic, for exterior design modification, relative to signage, at 132 West Broadway, located in the 100 Block of the West Broadway Historic District. All proposed exterior modifications associated with buildings/structures located within this District must be reviewed and approved by the Council Bluffs Historic Preservation Commission.

The applicant proposes the following modifications to the subject property, as shown in Attachment 'A':

1. Re-cover the steel framed awning on their front building façade with a Beige colored fabric;
2. Install a 2.33' x 18.3 (42.7 square feet) 'Vision Care Clinic' sign that is manufactured from Burgundy colored vinyl material.
3. Install a 5'x 5' (25 square feet) vinyl sign in one storefront window that identifies the company name, business hours, etc. *Note: Window signs are classified as "exempt" as per Section 15.33.080, Exempt Signs, of the Council Bluffs Zoning Ordinance and do not count towards the maximum allowed signage for the subject property. The proposed window signs will not require a separate sign permit if granted historic preservation design approval by the HPC.*

The proposed awning sign complies with all applicable standards stated in Section 15.33 *Signs* of the Municipal Code (Zoning Ordinance).

All City Departments and local utility providers were notified of the proposed request. No adverse comments regarding the proposed sign have been received. The Council Bluffs Public Works Departments – Right-of-Way Division confirmed that the subject property has a valid License to Occupy on file with the City for the existing awning.

REVIEW CRITERIA – The Secretary of the Interior’s ‘Standards for Historic Preservation’ are used as the basis for reviewing historic preservation design requests for buildings located within historic districts and buildings designated as local landmarks.

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships. *No change to the historic use of the property is proposed with this request. The proposed signs are for an existing business at 132 West Broadway, which has been historically utilized for commercial purposes.*
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided. *Recovering the existing awning and installing vinyl lettering in the storefront windows will not adversely impact the structure on the subject property.*
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken. *Placement of the sign on the front awning of the building is acceptable. The subject awning has an ‘angular, shed-style’ design which is compatible with the architectural integrity of 100 Block of the West Broadway Historic District.*
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved. *Not applicable.*
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved. *Not applicable.*
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence. *Not applicable.*
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used. *Not applicable.*
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken. *Not applicable.*
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment. *Refacing the subject awning with a vinyl fabric sign and installing vinyl lettering on the storefront window is not anticipated to destroy any historic material, features, or spatial relationships that characterize the subject property.*

10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired. *Not applicable.*

RECOMMENDATION – The Community Development Department recommends approval of the request for historic preservation design review, relative to signage, at 132 West Broadway and issuance of a Certificate of Appropriateness as the request is generally consistent with the spirit and intent of the Secretary of Interior's 'Standards for Rehabilitation'.

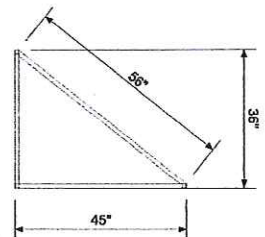
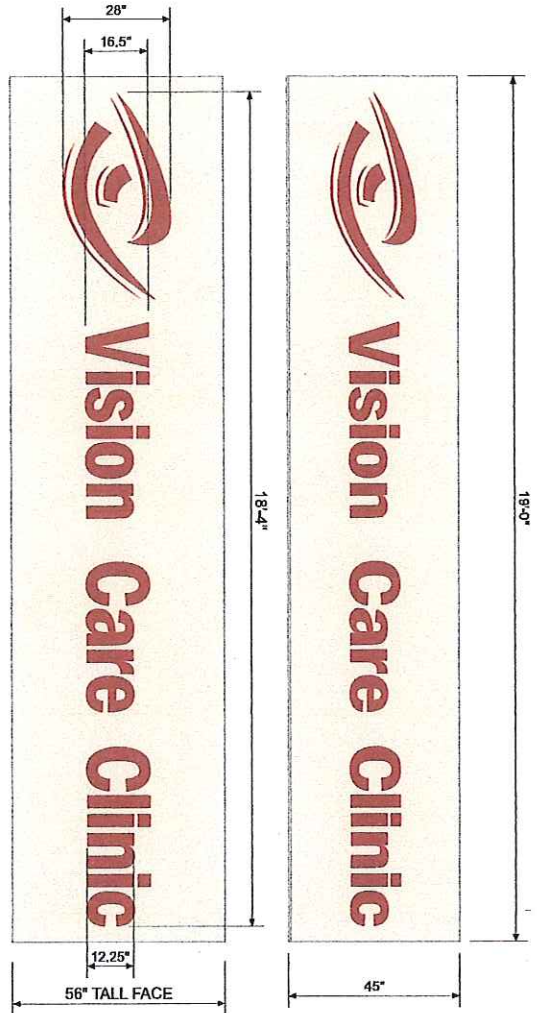


Rose E. Brown, AICP
Planning Coordinator



Christopher N. Gibbons, AICP
Planner

Attachment A: Proposed sign renderings



RE-FACE EXISTING AWNING

SCALE: 3/8"=1'-0"

REMOVE EXISTING AWNING FROM BUILDING. REMOVE EXISTING AWNING MATERIAL COVER FROM FRAME. OVERLAY FRAME W/ #4620 BEIGE SUNBRELLA AWNING MATERIAL AS SHOWN. HEAT TRANSFERRED 220--58 BURGUNDY VINYL GRAPHIS AND COPY IN SIZES AS INDICATED IN DRAWING. INSTALL RE-COVERED AWNING IN ORIGINAL LOCATION AS SHOWN.

*



DRAWING #: 90721

PROJECT ID: 1129

SALES DEPT: Pedro Vargas

DRAWN BY: [Signature]

DATE: 11.10.2014

INSPECTED BY:

Revised:



Omaha Neon Sign Co., Inc.

1120 N 18th Street • Omaha 68102 • 402.341.6077 • 402.341.7654 fax

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Signed: _____ Date: _____

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electric Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.